

# Business Plan

Company Name: \_\_\_\_\_

Type of Company (sole proprietorship, LLC, etc.) \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_\_

## Owners Information:

Name	Address	Phone
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_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Product:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Executive Summary

*Describe in 2-3 paragraphs your business idea, mission statement, product or service; years in business, marketing and distribution; competition and desired outcomes from ACEnet (technical assistance, funding, etc.)*

## **Detailed Plan**

*In the sections below, discuss your business idea and any research you have completed in detail. Use additional pages if necessary.*

### **1. Description of Business**

### **2. Product or service information**

### **3. Market and Competition**

### **4. Management Capacity**

**5. Provide in attachments the following information. Forms are attached.**

1. Balance Sheet for the Company (If start-up, show any assets and liabilities the new company will have on the first day of business.)
2. Pro forma Income Statements
3. Statement of Cash Flows
4. Breakeven Analysis
5. Historic records (Income statements, tax records, balance sheets, etc.)
6. Personal Income Statements and Balance Sheets
7. Copies of all leases and contracts
8. Any other information you deem pertinent to the Business Plan



Professional Fees								
Accounting								
Legal Fees								
Professional Fees - Other								
Total Professional Fees								
Rent								
Repairs								
Building Repairs								
Computer Repairs								
Equipment Repairs								
Repairs - Other								
Total Repairs								
Supplies								
Marketing								
Office								
Supplies - Other								
Total Supplies								
Taxes								
Federal								
Local								
Property								
State								
Taxes - Other								
Total Taxes								
Telephone								
Travel & Entertainment								
Entertainment								
Meals								
Travel								
Travel & Ent. - Other								
Total Travel & Ent.								
Utilities								
Gas & Electric								
Water								
Utilities - Other								
Total Utilities								
Total Expense								
Net Income								

(Company)

**Balance Sheet**

**ASSETS**

Current Assets		
Checking/Savings	_____	
Accounts Receivable	_____	
Other Current Assets	_____	
Total Current Assets		_____
Fixed Assets	_____	
Other Assets	_____	
<b>TOTAL ASSETS</b>		_____

**LIABILITIES & EQUITY**

**LIABILITIES**

Current Liabilities		
Accounts Payable	_____	
Credit Cards	_____	
Other Current Liabilities	_____	
Payroll Liabilities	_____	
Total Other Current Liabilities		_____
Total Current Liabilities		_____
Long Term Liabilities	_____	
<b>TOTAL LIABILITIES</b>		_____

**EQUITY**

Opening Balance Equity	_____	
Retained Earnings	_____	
Net Income	_____	
<b>TOTAL EQUITY</b>		_____
<b>TOTAL LIABILITIES &amp; EQUITY</b>		_____

## Sources and Uses of Loan Funds

Sources:

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Amount

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Net (Should be zero)

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# Personal Balance Sheet

Assets (House, Car, equipment, furniture):

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Liabilities (Any amounts you owe):

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Net Assets (Assets - Liabilities):

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## Breakeven Analysis

What are your fixed Costs: (Those costs that you will have in your business regardless of how many sales you have, ex: Rent)

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What Gross Profit Margin (GPM) do you project? (This is the % left over from a sale after your cost of goods sold ex: \$100 sale, \$65 COGS, \$35 GPM)

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$\frac{\text{Fixed costs}}{\text{GPM}} = \text{_____} \text{ (Breakeven)}$

*(This is the amount of sales you will need to cover your fixed expenses in your business)*